Province of British Columbia
Liquor Distribution Branch

Sixty Sixth Annual Report

FISCAL YEAR ENDED MARCH 31, 1987

MINISTRY OF FINANCE AND
CORPORATE RELATIONS
MEL COUVELIER, MINISTER

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Province of
British Columbia

OFFICE OF THE GENERAL MANAGER
LIQUOR DISTRIBUTION BRANCH

Ministry of
Finance and
Corporate Relations

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The Honourable Melville B. Couvelier
Minister of Finance and
Corporate Relations
Parliament Buildings
Victoria, B.C.
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Sir:

I have the honour to transmit herewith the Sixty-Sixth Annual Report of the Liquor Distribution Branch, covering the year ended March 31, 1987. From April 1, 1986 to November 6, 1986 the Liquor Distribution Branch was part of the Ministry of Consumer and Corporate Affairs, Elwood N. Veitch, Minister. From November 7, 1986 to March 31, 1987, the Liquor Distribution Branch was part of the Ministry of Finance and Corporate Relations.

R.A. Wallace
General Manager

Enclosure

EXECUTIVE ORGANIZATION

As at March 31, 1987

MINISTRY OF FINANCE AND CORPORATE RELATIONS	**Minister** — The Honourable M. B. Couvelier
	Deputy Minister — P. G. Halkett
B.C. LIQUOR DISTRIBUTION BRANCH	**General Manager** — R. A. Wallace
	Director of Finance — L. N. Dyer
	Director of Store Operations — A. D. Anderson
	Director of Purchasing — K. D. Brownlow
	Director of Distribution — D. B. Wilkinson
	Director of Systems and Data Processing — M. E. Smith
	Director of Security Services — J. R. Bowcott
	Director of Internal Audit — D. W. Chung
	Director of Communications — P. W. Choate
	Director of Corporate Planning and Research — G. W. Hall
	Manager of Employee Relations — K. L. Leigh
	Manager of Employee Services — P. A. Vest
	Executive Secretary — L. A. Burfoot

General Manager's Report

The system of retailing liquor products in British Columbia has expanded considerably in the past year. As of March 31, 1987 the branch operated a network of 215 government liquor stores and was responsible for the operation of 119 rural agency stores. The industry agency store and the licensee retail store programs also continued to expand with 44 stores and 56 stores respectively operating at year end.

The 1986/87 fiscal year presented the Liquor Distribution Branch with several challenges, particularly Expo '86, a unique event in the province's history.

The challenges of Expo '86 included the importation of a number of products for the first time, critical lead times, and new order and delivery systems. It was a very exciting time for all employees in the branch, and I am very pleased with their contribution. We had many visitors to our province during the Expo '86 period who were unfamiliar with our system of retailing and the staff excelled in showing a high level of service, including product information.

Our influx of visitors during Expo '86 accounted for volume increases in some general product categories this year. Beer, cider and cooler volumes rose 4.6%, 4.3% and 25.2% respectively. Spirit volume sales declined .2% compared to the 1985/86 fiscal year and the total wine market also declined, with volume sales falling by 1.5%.

It should be noted that, as total volume consumption increased during the year, consumption in terms of absolute alcohol also increased, up 1.9% over last year. This is not seen as a trend and is attributed primarily to volume increases during the Expo '86 period.

In the 1986/87 fiscal year, 8.375 million cases of spirits, wines, ciders, coolers and imported beers were delivered to B.C. liquor stores by the distribution department.

Successful merchandising programs were expanded, highlighted by 14 stores now operating on a centrally controlled shelf space management system. The IMAGE and TASTE programs continued to be well received by our customers.

B.C. wineries showed considerable interest in a program, introduced in 1985, which allows winery stores to be established away from the winery site. Nine off-site estate winery stores and nine off-site commercial winery stores opened this year.

The Premier of British Columbia, the Honourable William N. Vander Zalm, initiated a review of powers, policies and procedures under the Liquor Distribution Act and the Liquor Control and Licensing Act. Chilliwack MLA John Jansen was appointed Chairman, Liquor Policy Review Committee. A discussion paper was prepared to provide background information on existing legislation and policies and the question of privatization of the Liquor Distribution Branch. The branch participated by handling the logistical arrangements for the hearings to be held in April, 1987, and by mailing out almost 10,000 information kits to assist the public in the preparation of submissions.

On March 3, 1987, a temporary freeze was applied to all agency store and licensee retail store appointments pending completion of the liquor policy review. This freeze was due to the concern that options for privatization would be limited by growth in current program areas.

The development of the L.D.B.'s external sales information report, the Quarterly Market Review, was completed and well received by the beverage alcohol industry and the public.

The branch supported community events and its product suppliers by publicizing and participating in events such as the Vancouver Wine Festival, the Okanagan Wine Festival and Food Pacific '86. The first wine auction in British Columbia took place in Vancouver in September, 1986 and was organized by the Vancouver Museum and Planetarium with assistance from the branch.

I would like to take this opportunity to thank all branch employees for their contribution to this very successful year.

Operational Review

The mandate of the Liquor Distribution Branch is to purchase, distribute and merchandise beverage alcohol products in the Province of British Columbia in accordance with the Liquor Distribution Act.

To fulfill this mandate, the branch's corporate objectives are:

— to provide levels of service which satisfy the needs of our customers;

— to optimize branch profit acknowledging the requirement to generate revenue as budgeted by government;

— to provide suppliers with controlled access to the market place on a fair basis; and

— to present a progressive, responsive and responsible image to the general public, suppliers, government and our employees.

PRODUCT AVAILABILITY

A high level of product availability was achieved this year. In addition to 215 B.C. liquor stores, product was available at an increased number of outlets, including a total of 119 rural agency stores, 44 industry agency stores, 56 licensee retail stores and 61 licensees at Expo '86. The Purchasing Department and the customs division of the Finance Department met the challenge presented by short lead times and urgent clearance timetables during Expo '86. The Distribution Department maintained its 99.5% completeness ratio for store orders placed on distribution centre inventories and met Expo '86 licensees' delivery requirements. The Distribution Department shipped over 8.375 million cases of spirits, wines, ciders, coolers and imported beers during the 1986/87 fiscal year. This represents a 2% increase over the previous year and includes the impact of additional activities generated by Expo '86. The frequency of deliveries to B.C. liquor stores also increased by nearly 2% compared with the previous year, contributing greatly to the success of "full shelf display" policies for the stores.

Few product contamination problems arose in 1986/87. The branch reacted promptly to remove products from the British Columbia market when contamination was discovered in this or other markets. After testing, it was found that British Columbia was fortunate to have few of the problems experienced in other markets. Product quality control continues to be a top priority of the branch.

CUSTOMER SERVICE

Many services to customers were introduced or enhanced this year. All areas of the branch are committed to providing a high level of customer service and to being responsive to customer needs.

Successful merchandising programs were expanded, particularly the SPACE program, a centrally controlled shelf space management system being tested in 14 stores throughout the province. The primary objective of this system is to improve customer convenience by stressing consumer demand as the overriding factor in determining both product location and presentation.

The store renewal program included the addition of one new liquor store at Mill Bay and one store closure in Prince George. Eleven replacement stores opened in Qualicum, Mission, Parksville, Chase, Fort Nelson, Prince George, Kamloops, Fort St. James, Dawson Creek, Rossland and Quesnel. Five stores received major renovations, while minor renovations were undertaken in 41 stores in order to improve presentation, accommodate additional product selection, and improve store appearance.

The purpose of the store renewal program is to keep pace with customer and store needs in an ever-changing market place. Lease rates, shopping patterns, parking, loading/unloading facilities, and general customer convenience are major factors in store location decisions.

Nineteen new rural agency stores were established this year in small communities not serviced by B.C. liquor stores, while two were closed. Approval was given to locations in closer proximity to existing outlets than were previously considered, as well as to several resort locations with a seasonal population. Procedures to confirm majority community support for proposed rural agency stores were formalized. These procedures to create public awareness and to solicit input include notices placed in local businesses and newspapers, as well as informing appropriate interest groups, local governments and police departments.

The Product Guide, currently published quarterly, has been improved to provide greater product information to customers along with a complete product price list. Articles are tailored to appeal to a variety of interests and product knowledge levels, and to inform customers of branch activities. In the coming year plans are underway to publish the Product Guide every two months to respond to customer information needs and to provide more up-to-date pricing.

The Product Knowledge program at both the beginner and advanced levels was continued with over 450 employees graduating this year. Since 1983 over 1600 employees have completed Product Knowledge courses. Customer Service programs also continued this year, with 2100 graduates to date. Both programs are designed to increase employees' ability to provide knowledgeable assistance to customers.

SPECIAL EVENTS

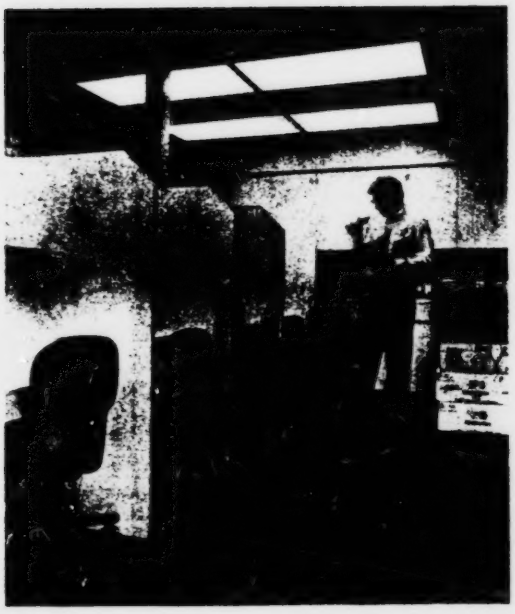
The largest special event in which the branch participated this year was unique in British Columbia's history - Expo '86. In addition to arranging for the necessary additional supplies of listed products, 200 products were ordered specifically for use on the Expo '86 site. A system of importing draft beer was also successfully implemented to serve some of the licensees at the Expo '86 site. Approximately 30 of the products brought into British Columbia for Expo '86 have now been listed by the branch as either General or Specialty products. There were 61 licensees on the Expo '86 site, as well as numerous consular/diplomatic corps customers. Products were chosen for Expo '86 by the suppliers/agents for the participating countries and food pavilions. The Purchasing Department used the branch's special order system to process all Expo '86 products in a timely fashion. Many time constraints to establishing, ordering and stocking Expo '86 products were encountered and, in nearly all cases, the problems were overcome. The branch also had to resolve the handling of inventory left

at the expiration of Expo '86. This was done by allowing the participating suppliers/agents several months to find alternative customers prior to returning inventory to the country of origin. The Expo '86 site sold 1100 different products for a total of 4 million litres during 5½ months.

The branch provided temporary special event stores this year at the Vancouver Wine Festival and the Okanagan Wine Festival. The objective of these stores is to provide support for community events and to improve supplier access to the market place by providing a convenient point of purchase. The branch was also a strong supporter of Food Pacific '86, a food and beverage trade fair sponsored by the Ministry of Agriculture, organizing liquor exhibitors' needs and waiving markups on exhibit stock.

The branch also made necessary policy adjustments to permit the first wine auction in British Columbia, held at the Vancouver Museum and Planetarium in September 1986. The event included the first release world-wide of the 1984 vintage wine of Chateau Mouton Rothschild as well as the first public unveiling of the wine label for the vintage by Baroness Philippine de Rothschild and artist Yaacov Agam. One bottle of 1886 vintage Mouton Rothschild wine (donated by Chateau Mouton Rothschild to honour Vancouver's Centennial year) generated $3,950 for the museum at the auction.

In-store visits and tastings were given by noted international suppliers, such as the Baroness Philippine de Rothschild, Robert Drouhin and Jean-Henry Schyler. Other in-store special events included the 1986 Beaujolais Nouveau release, the 1983 Bordeaux release, and the special Christmas Gift program, which provided products in variety packs and festive packaging.



MARKET ACCESS

The Branch accepts listing applications for both general and specialty listings in B.C. Liquor Stores from all suppliers or their agents

General listings, which are available at most of the 215 liquor stores, are approved by a formal listing committee which meets twice per year, in the spring and fall. The committee reviews the branch portfolio, selects new products for listing, and delists products which fail to meet sales quotas. Listings are based upon such factors as market demand, price, reliability, quality as well as sensory evaluation through blind tasting.

At year end, general and specialty listings totalled 2,376 products from around the world. Restricted listings are sold through outlets such as ship chandlers, Expo '86, duty free stores, and consignment agency stores, and totalled 918 products in 1986/87. These listings, which are not sold through B.C. liquor stores, also include speculative items, which agents promote to licensees with the goal of building demand.

Ongoing efforts were maintained this year to improve and enhance the offering of specialty products. Criteria governing the selection of specialty products include shifting market trends, vintage conditions, currency fluctuations, and the introduction of new products on the world market.

The IMAGE and TASTE programs enjoyed greater supplier participation this year, resulting in higher quality in-store display material, more innovative supplier marketing strategies, and greater use of the TASTE program for product launches. The main objective of the IMAGE program is to create an interesting and constantly changing retail environment by giving suppliers, agents and trade commissioners the opportunity to provide point-of-purchase show material and pre-arranged displays to best present their products to our customers. To assist customers in making purchasing decisions, the TASTE program provides increased product information by allowing customers to taste products within our selection. The IMAGE program operates in all B.C. liquor stores while the TASTE program has expanded to 104 stores. These programs continue to generate an overwhelming, positive response from our customers.

PRODUCT PORTFOLIO

As at March 31, 1987

	DOMESTIC		IMPORT		TOTAL	
	86/87	85/86	86/87	85/86	86/87	85/86
SPECIALTY LISTINGS	129	117	890	697	1019	814
GENERAL LISTINGS						
SPIRITS/LIQUEURS	301	327	155	166	456	493
WINES	344	344	405	406	749	802
CIDER/COOLERS	50	186*	0	35*	50	221*
BEER	71	*	31	*	102	*
Total General Listings	766	909	591	607	1357	1516
TOTAL LISTINGS	895	1026	1481	1304	2376	2330

*Figure for 1985/86 includes Cider,Coolers *and* Beer listings.

PROFIT OPTIMIZATION

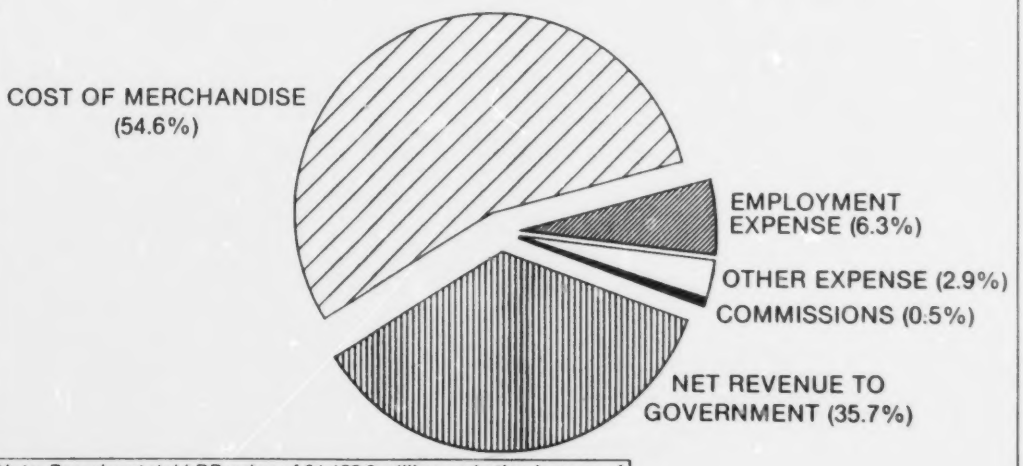
The branch exceeded the revenue target of $420 million set by the government for this fiscal year. Net income was $425 million from total liquor stores sales in the province of $1,188 million.

Programs continued this year to improve distribution of product to rural agency stores and to minimize branch handling costs. There was no growth in the branch Direct Delivery Program which supplies products directly to rural agencies from branch distribution centres rather than from liquor stores. The cost effectiveness of direct delivery by the branch is under review due to generally declining sales and order size. Twenty-seven rural agencies were added to Pacific Brewers' Distributors (PBD) Direct Delivery Program which supplies rural agencies with domestic beer directly from PBD rather than from B.C. liquor stores. Effective April 1, 1987, direct debit payment methods will eliminate the involvement of B.C. liquor stores in the processing of payment for domestic beer delivered by PBD to rural agency stores.

The Systems and Data Processing Department completed a computerized system for the Purchasing Department to allow faster preparation of purchase orders. This system has increased the efficiency and accuracy of purchase order preparation and product release, and has been well received by suppliers' agents. A business case was also completed for a project using computerized store cash registers to prepare and move store data to head office more quickly and at less cost.

During this fiscal year the branch was affected by a labour dispute experienced by a local armoured car company. As an interim measure, the security department established a temporary bank deposit service for liquor stores.

APPLICATION OF LIQUOR DISTRIBUTION BRANCH REVENUES
FISCAL YEAR 1986/87



Note: Based on total LDB sales of $1,188.3 million and other income of $2.9 million. Cost of merchandise includes wholesale cost, agents' domestic charges, federal duties and federal taxes.

LIQUOR POLICY REVIEW

In the Fall of 1986, the Premier, the Honourable William N. Vander Zalm, identified policy areas that were in need of review. These included liquor pricing policies, liquor control and licensing issues, and the privatization of liquor retailing.

On February 26, 1987, Finance and Corporate Relations Minister Mel Couvelier, under whose jurisdiction the Liquor Distribution Branch falls, and Labour and Consumer Services Minister Lyall Hanson, whose responsibilities include the Liquor Control and Licensing Branch, announced the Liquor Policy Review.

A discussion paper to provide background information on existing legislation and policies, and the question of privatization of the Liquor Distribution Branch, was prepared and distributed to approximately 10,000 individuals and groups throughout the province to guide discussion during public meetings. Hearings, to begin in April, were set up in 16 locations to hear from all interested parties.

The review will be conducted by a committee chaired by Chilliwack MLA John Jansen, Parliamentary Secretary to Minister of Finance and Corporate Relations, Mel Couvelier, and Minister of Labour and Consumer Services, Lyall Hanson. Other members of the review committee are Boundary-Similkameen MLA Jim Hewitt and Okanagan South MLA Larry Chalmers. Written submissions were already being received before the end of the fiscal year, indicating public interest in the complex issues to be discussed.

EXPANDING RETAIL OPPORTUNITIES

British Columbia wineries showed considerable interest in the program introduced in 1985 enabling winery stores to be established away from the winery site. At the end of the fiscal year 1986/87, 23 off-site winery agency stores were in operation, an increase of 18 stores compared to the previous year. In total, 44 industry on-site and off-site agency stores were in operation at the end of the fiscal year.

In May 1985 certain hotels and neighbourhood pubs were permitted to open licensee retail stores on their premises for the sale of British Columbia packaged beer, cider, wines and coolers. Licensee retail stores increased by 39 outlets for a total of 56 outlets at the end of the fiscal year.

On March 3, 1987, the Minister of Finance and Corporate Relations, the Honourable Mel Couvelier, announced a temporary freeze on further agency store and licensee retail store appointments until a government study of liquor policy is completed. Due to the large number of applications which were being received, it was felt that further appointments would limit options for privatization which are being examined by the review committee.

For a detailed breakdown of agency and licensee retail growth see the table in the section "Statistical Review" in this report.

ASSET PROTECTION

One of the branch's greatest responsibilities is protection of its employees and public property.

Considerable progress has been achieved in the automation of security records, particularly the Branch Incident Reporting system. This system is the principal method whereby branch employees report all security related incidents to the Security Department. The automation was extremely timely, as there were in excess of 5,400 security related incidents reported during the fiscal year. Approximately 35% of these incidents require immediate follow-up by security personnel.

Criminal activity directed at the branch has increased quite substantially during the year, as detailed in the Criminal Statistics table.

Last year the branch installed a central station store alarm monitoring system in 124 liquor stores, enabling these stores to be monitored at branch headquarters 24 hours per day, 7 days per week. This year the alarm protection level was enhanced at 129 liquor stores during non-operating periods by procuring an additional computer backup system and uninterruptable power supplies.

The Security Department developed policy on data security. This policy serves as the basis for providing the branch with substantially improved security in the areas of confidentiality, integrity and availability, in the field of electronic data processing.

It is important to thank the members of the general public, local police and Crown Counsel as well as staff who continue to play an important role in protecting public property and assets.

CRIMINAL STATISTICS

	1982/83	1983/84	1984/85	1985/86	1986/87
Armed Robbery	9	8	3	7	2
B&E and Theft	122	146	231	202	232
Safe Attacks	3	7	—	—	1
Attempted Break-ins	42	60	54	44	68
Attempted Safe Attacks	—	5	1	2	—
Shoplifting (Prosecutions)	383	291	306	354	430
Shoplifting (Attempts)	260	464	632	637	642
Physical Assault on Staff by Members of the Public	19	24	11	13	36
Wilful/Malicious Damage	58	64	58	41	58
	896	1,069	1,296	1,300	1,469
Percentage Change Over Previous Years	+45.9%	+19.3%	+21.2%	+0.3%	+13.0%

Footnote:
PHYSICAL ASSAULT ON STAFF BY MEMBERS OF THE PUBLIC
This unfortunate development may reflect a trend towards physical confrontation, and occurred most often in highly populated areas of the province.

All major financial systems of the branch are subject to audit each year. Internal control procedures over sales, cash receipts and inventory are reviewed on a systematic basis throughout the year as part of the regular store audit program. Operational audits of specific functions include the financial elements of operations as well as the principles of efficiency and effectiveness. Audit findings often result in changes to operating procedures, improved internal control systems, cost savings or additional revenues.

The number and type of external audits completed this year increased significantly. These audits are generally concerned with the protection of branch revenue and determining the extent of compliance by external entities with written agreements and relevant statutes. This year the audit function collected approximately $304,000 from external entities doing business with the branch.

New audits completed this year included thirty-one licensee retail stores which were about half the total number at March 31, 1986. As this was the first year of operation, audit staff helped the operators to complete the required reports and provided explanations concerning the agreement and statutory requirements. It is expected that non-compliance problems will diminish when the stores are audited a second time.

SUMMARY OF MONIES RECOVERED

Commercial Breweries	$113,579.10
Cottage Breweries and Brew Pubs	20,391.58
Consignment Agency Stores	138,583.14
Licensee Retail Stores	6,329.97
Other	24,830.33
	$303,714.12

RESPONSIBLE IMAGE

One of the branch's corporate objectives is to present a progressive, responsive and responsible image to the general public, suppliers, government and our employees.

The Distribution Department holds a somewhat unique position within the branch in that it either shares or delegates, a significant portion of its services with private sector companies.

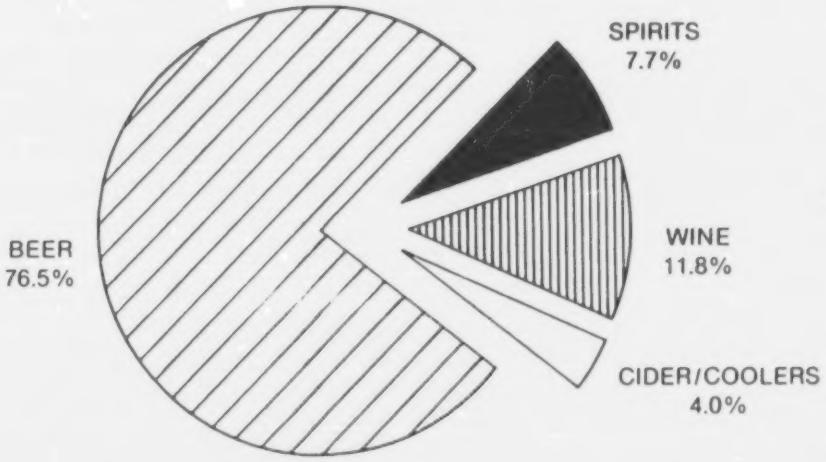
With the exception of those 68 government liquor stores located in the Greater Vancouver Regional District, deliveries to all other locations are by common carriers who have successfully tendered their services. Under this arrangement, both public and private sector interests recognize the value of image and performance.

The Responsibility program, which is implemented through B.C. liquor stores by the merchandising division, now provides responsibility themes in stores for approximately six months during the year. The objective of this program is to promote moderate, responsible drinking.

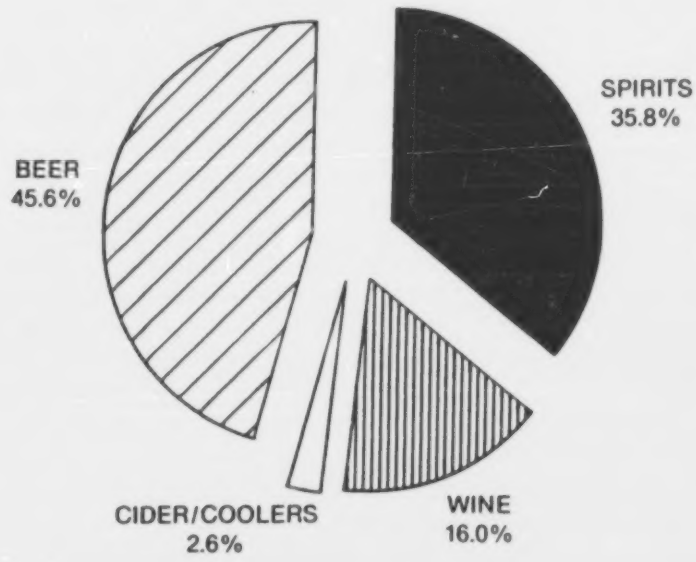
Statistical Review

- 1986/87 Volume Consumption by Category
- 1986/87 Absolute Alcohol Consumption by Category
- 1985/86 Volume Consumption by Category
- 1985/86 Absolute Alcohol Consumption by Category
- Historical Volume Sales by Category
- 1986/87 Retail Sales by Category
- 1986/87 Gross Profit by Category
- 1985/86 Retail Sales by Category
- 1985/86 Gross Profit by Category
- Historical Retail Sales by Category
- Sales by Category - Counter and Licensee
- Retail Price Breakdown
- Personnel Recruiting Activity
- Agency Store and Licensee Retail Store Statistics

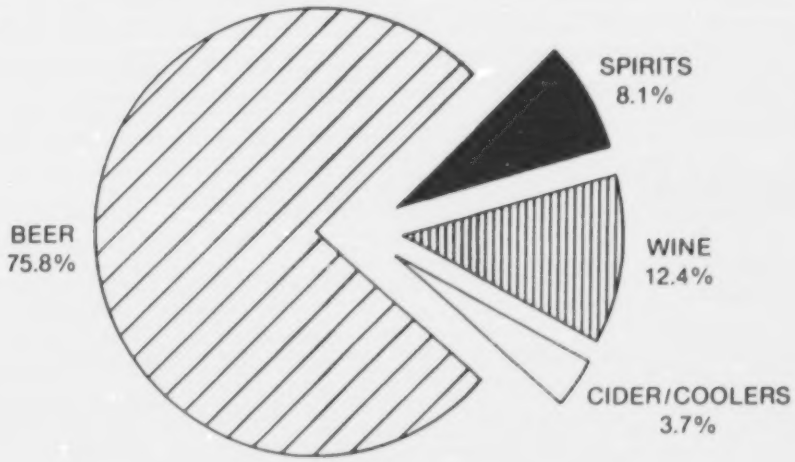
1986/87
VOLUME CONSUMPTION BY CATEGORY
TOTAL = 305.2 MILLION LITRES



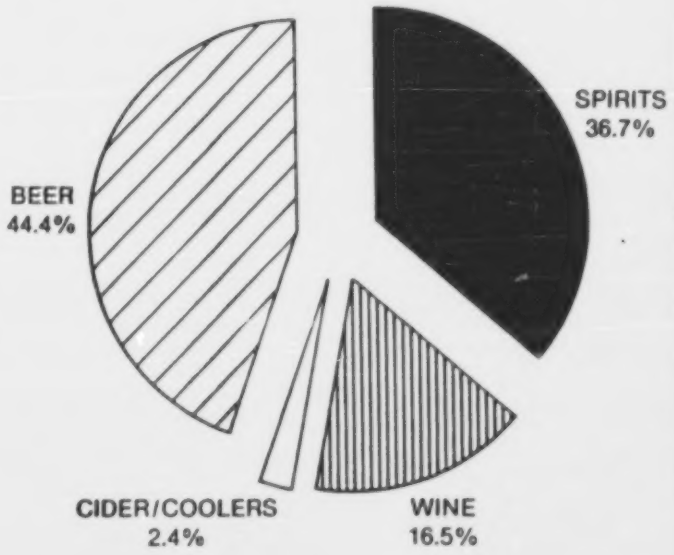
1986/87
ABSOLUTE ALCOHOL CONSUMPTION
BY CATEGORY
TOTAL = 25.4 MILLION LITRES

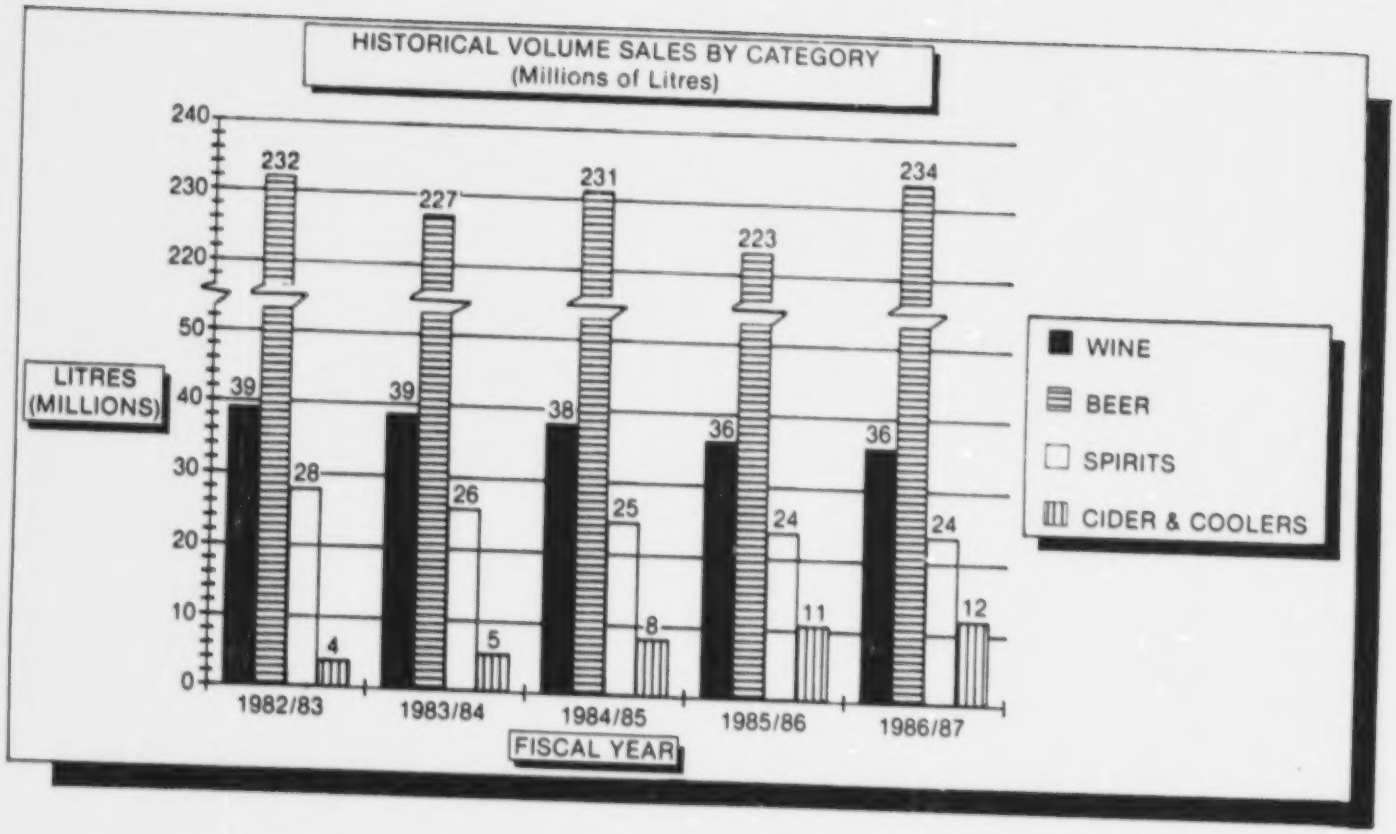


1985/86
VOLUME CONSUMPTION BY CATEGORY
TOTAL = 294.2 MILLION LITRES



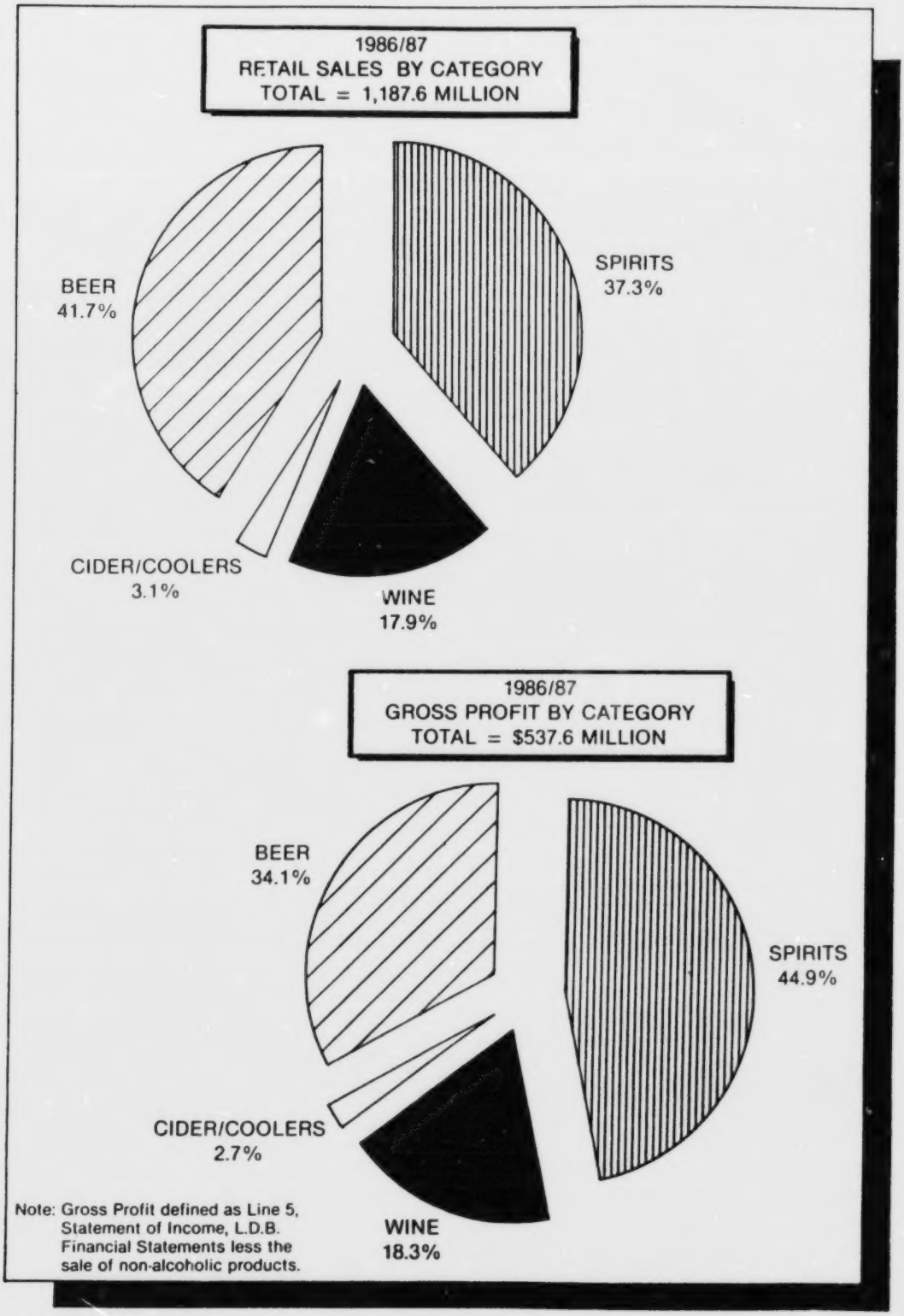
1985/86
ABSOLUTE ALCOHOL CONSUMPTION
BY CATEGORY
TOTAL = 25.0 MILLION LITRES

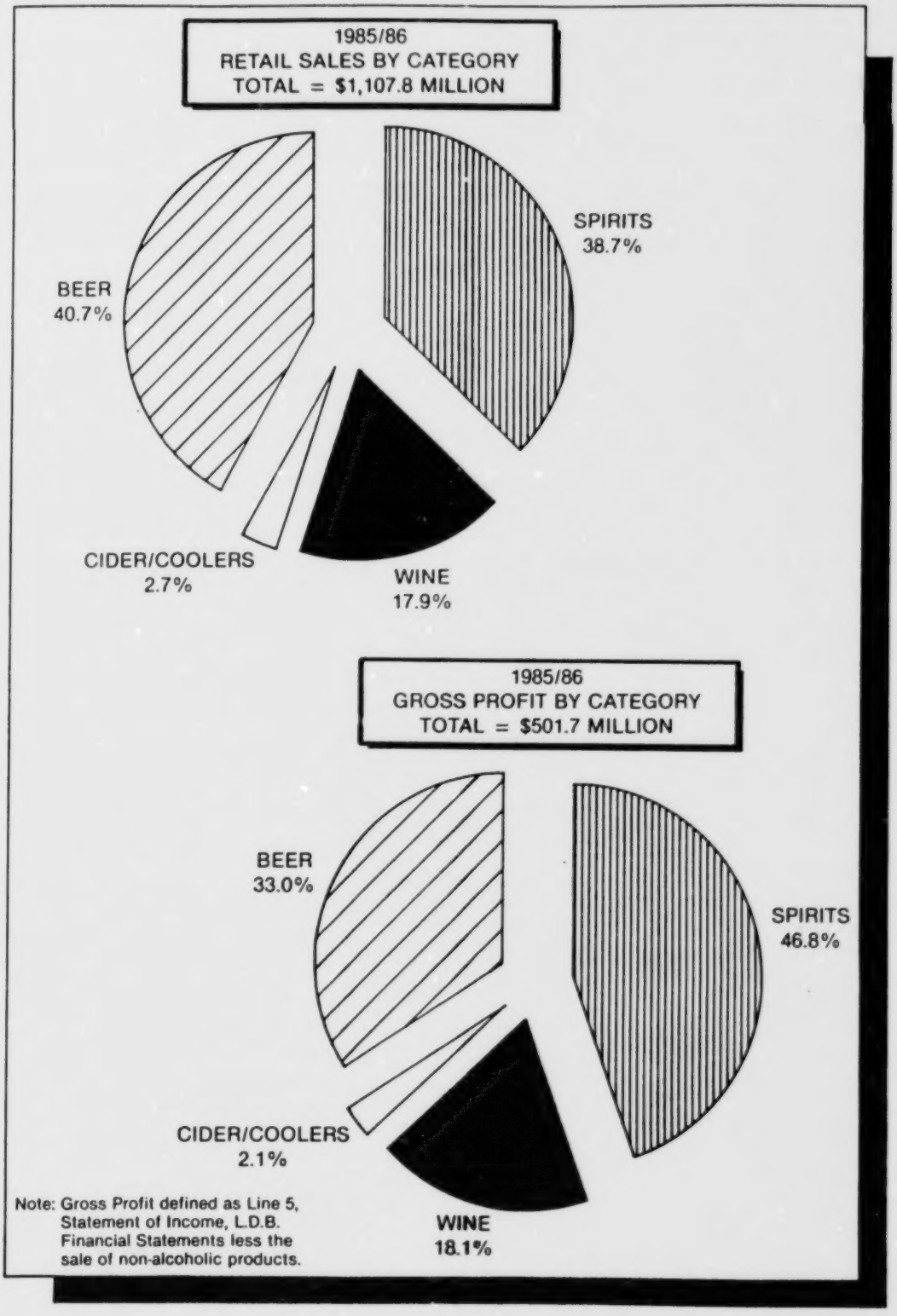


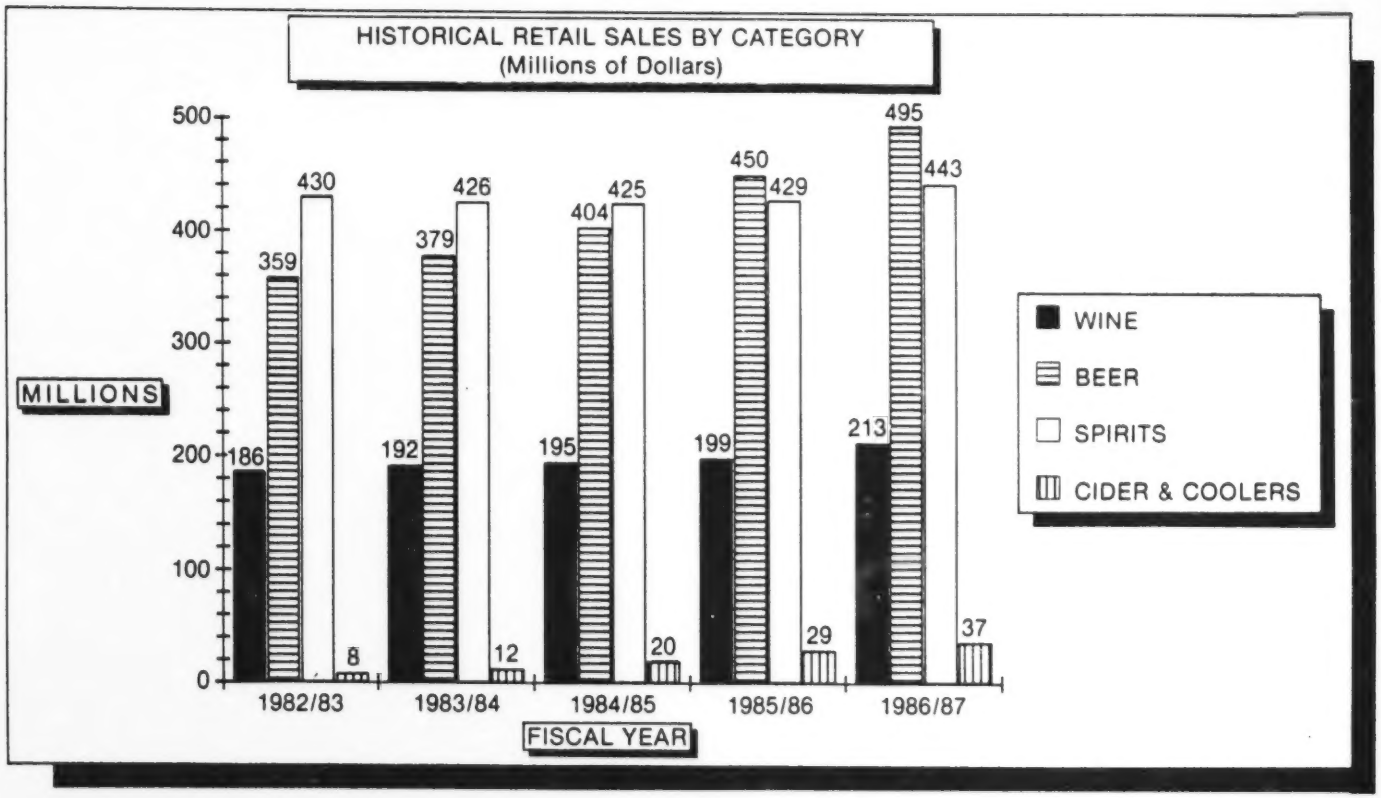

HISTORICAL VOLUME SALES BY CATEGORY
(Millions of Litres)
LITRES (MILLIONS)
240
230
220
50
40
30
20
10
0
232
227
231
223
234
39
39
38
36
36
28
26
25
24
24
4
5
8
11
12
1982/83
1983/84
1984/85
1985/86
1986/87
FISCAL YEAR
WINE
BEER
SPIRITS
CIDER & COOLERS

HISTORICAL VOLUME SALES BY CATEGORY
(thousands of litres)

	1982/83	% CHG.	1983/84	% CHG.	1984/85	% CHG.	1985/86	% CHG.	1986/87
SPIRITS									
Domestic	21,779	– 9.0	19,817	– 6.1	18,607	– 4.8	17,706	– 0.5	17,615
Imported	6,143	– 4.3	5,880	– 0.8	5,924	1.7	6,025	0.6	6,062
Total Spirits	27,922	– 8.0	25,697	– 4.5	24,532	– 3.3	23,731	– 0.2	23,676
WINE									
Domestic	25,213	– 2.2	24,649	– 9.1	22,397	– 4.2	21,455	2.2	21,935
Imported	13,947	0.7	14,041	11.1	15,600	– 3.6	15,040	– 6.9	14,001
Total Wine	39,160	– 1.2	38,690	– 1.8	37,998	– 4.0	36,495	– 1.5	35,937
BEER									
Domestic	225,235	– 3.9	216,389	2.3	221,458	– 3.2	214,411	4.0	222,900
Imported	6,807	57.6	10,726	– 8.6	9,806	– 10.4	8,783	21.3	10,649
Total Beer	232,042	– 2.1	227,115	1.8	231,264	– 3.5	223,194	4.6	233,549
CIDER	3,861	42.0	5,482	24.2	6,807	0.4	6,837	4.3	7,133
COOLERS	0		0		1,453	170.8	3,935	25.2	4,928
TOTAL VOLUMES	302,985	– 2.0	296,984	1.7	302,054	– 2.6	294,191	3.7	305,222
TOTAL ABSOLUTE ALCOHOL	27,366	– 4.2	26,227	– 1.5	25,835	– 3.4	24,958	1.9	25,420


1986/87
RETAIL SALES BY CATEGORY
TOTAL = 1,187.6 MILLION
BEER
41.7%
SPIRITS
37.3%
CIDER/COOLERS
3.1%
WINE
17.9%
1986/87
GROSS PROFIT BY CATEGORY
TOTAL = $537.6 MILLION
BEER
34.1%
SPIRITS
44.9%
CIDER/COOLERS
2.7%
WINE
18.3%
Note: Gross Profit defined as Line 5, Statement of Income, L.D.B. Financial Statements less the sale of non-alcoholic products.


1985/86
RETAIL SALES BY CATEGORY
TOTAL = $1,107.8 MILLION
SPIRITS
38.7%
BEER
40.7%
CIDER/COOLERS
2.7%
WINE
17.9%
1985/86
GROSS PROFIT BY CATEGORY
TOTAL = $501.7 MILLION
BEER
33.0%
SPIRITS
46.8%
CIDER/COOLERS
2.1%
WINE
18.1%
Note: Gross Profit defined as Line 5, Statement of Income, L.D.B. Financial Statements less the sale of non-alcoholic products.


HISTORICAL RETAIL SALES BY CATEGORY
(Millions of Dollars)
MILLIONS
500
400
300
200
100
0
186
359
430
8
192
379
426
12
195
404
425
20
199
450
429
29
213
495
443
37
1982/83
1983/84
1984/85
1985/86
1986/87
FISCAL YEAR
WINE
BEER
SPIRITS
CIDER & COOLERS

HISTORICAL RETAIL SALES BY CATEGORY
(thousands of dollars)

	1982/83	% CHG.	1983/84	% CHG.	1984/85	% CHG.	1985/86	% CHG.	1986/87
	$		$		$		$		$
SPIRITS									
Domestic	312,621	– 0.9	309,962	– 1.0	306,865	– 1.0	303,826	2.9	312,668
Imported	117,701	– 1.2	116,284	2.0	118,631	5.2	124,767	4.4	130,241
Total Spirits	430,322	– 0.9	426,246	– 0.2	425,496	0.7	428,593	3.3	442,909
WINES									
Domestic (1)	93,326	3.5	96,572	– 5.2	91,578	– 2.2	89,542	7.9	96,659
Imported	93,028	2.5	95,314	8.4	103,349	5.5	109,063	6.4	115,999
Total Wines	186,354	3.0	191,886	1.6	194,927	1.9	198,604	7.1	212,659
BEER									
Domestic	342,722	3.6	354,902	7.5	381,417	12.2	427,958	9.1	466,963
Imported	16,211	50.0	24,308	– 5.9	22,871	– 1.6	22,513	26.5	28,471
Total Beer	358,933	5.6	379,210	6.6	404,288	11.4	450,472	10.0	495,434
CIDER	8,289	48.8	12,337	29.2	15,942	11.8	17,824	15.4	20,568
COOLERS	0		0		3,594	222.2	11,580	38.5	16,038
TOTAL SALES	983,898	2.6	1,009,680	3.4	1,044,247	6.0	1,107,073	7.3	1,187,607

Note: Figures exclude Provincial Sales Tax.

(1) Does not include non-consignment sales by commercial and estate wineries from which there is no revenue to the branch.

SALES BY CATEGORY — COUNTER AND LICENSEE

For the Year Ended March 31, 1987

DOLLARS

	1986/87 Counter $	1986/87 Licensee $	1986/87 Total $	1985/86 Total $
SPIRITS				
Canadian	268,249,006	44,418,969	312,667,975	303,825,895
Imported	102,699,734	27,541,297	130,241,031	124,766,736
	370,948,740	71,960,266	442,909,006	428,592,631
WINES				
British Columbia	84,744,997	10,555,659	95,300,656	88,416,428
Other Canadian	1,126,465	232,321	1,358,786	1,125,283
	85,871,462	10,787,980	96,659,442	89,541,711
Imported	79,626,153	36,373,217	115,999,370	109,062,549
	165,497,615	47,161,197	212,658,812	198,604,260
MALT LIQUOR				
Canadian	226,160,089	240,802,524	466,962,613	427,958,300
Imported	19,780,421	8,690,551	28,470,972	22,513,458
	245,940,510	249,493,075	495,433,585	450,471,758
CIDER				
Canadian	12,460,098	8,038,287	20,498,385	17,725,422
Imported	58,111	11,587	69,698	98,871
	12,518,209	8,049,874	20,568,083	17,824,293
COOLERS				
Canadian	12,210,709	3,824,321	16,035,030	11,579,098
Imported	717	1,920	2,637	677
	12,211,426	3,826,241	16,037,667	11,579,775
TOTAL LIQUOR SALES	807,116,500	380,490,653	1,187,607,153	1,107,072,717
Non-Alcoholic	653,521	—	653,521	686,072
TOTAL SALES	807,770,021	380,490,653	1,188,260,674	1,107,758,789
LESS: Direct Deliveries Licensee-Malt	—	223,833,481	223,833,481	171,150,201
TOTAL LDB SALES	807,770,021	156,657,172	964,427,193	936,608,588

SALES BY CATEGORY — COUNTER AND LICENSEE

For the Year Ended March 31, 1987

LITRES

	1986/87 Counter	1986/87 Licensee	1986/87 Total	1985/86 Total
SPIRITS				
Canadian	15,073,796	2,541,148	17,614,944	17,705,787
Imported	4,877,514	1,183,987	6,061,504	6,024,989
	19,951,313	3,725,135	23,676,448	23,730,776
WINES				
British Columbia	19,292,369	2,474,025	21,766,394	21,309,169
Other Canadian	145,117	23,919	169,036	145,830
	19,437,486	2,497,944	21,935,430	21,454,999
Imported	9,815,805	4,185,537	14,001,342	15,039,521
	29,253,291	6,683,481	35,936,772	36,494,520
MALT LIQUOR				
Canadian	98,479,718	124,420,251	222,899,969	214,411,062
Imported	8,099,110	2,550,011	10,649,121	8,782,766
	106,578,828	126,970,262	233,549,090	223,193,828
CIDER				
Canadian	4,320,792	2,801,899	7,122,691	6,814,776
Imported	7,954	1,921	9,875	22,489
	4,328,746	2,803,820	7,132,566	6,837,265
COOLERS				
Canadian	3,833,038	1,093,608	4,926,646	3,934,774
Imported	330	605	935	114
	3,833,368	1,094,213	4,927,581	3,934,888
TOTAL LIQUOR SALES	163,945,546	141,276,911	305,222,457	294,191,277
LESS: Direct Deliveries Licensee-Malt	—	115,255,880	115,255,880	93,898,055
TOTAL LDB SALES	163,945,546	26,021,031	189,966,577	200,293,222

RETAIL PRICE BREAKDOWN

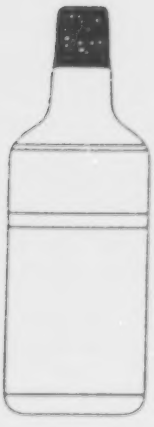
Examples as at March 31, 1987

B.C. Table Wine
750 ml bottle

Prime Cost from Supplier	1.90
Federal Excise/Duty	.34
Federal Sales Tax	.34
Sub-Total	2.58
LDB Markup	1.29
Provincial Sales Tax	.23
Total Cost to Consumer	**4.10**

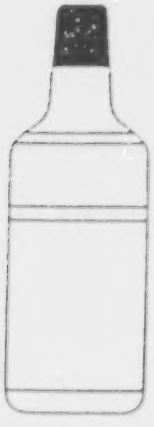
Imported Table Wine
750 ml bottle

Prime Cost from Supplier	2.82
Domestic Charges	.38
Federal Excise/Duty	.39
Federal Sales Tax	.48
Sub-Total	4.07
LDB Markup	4.70
Provincial Sales Tax	.53
Total Cost to Consumer	**9.30**



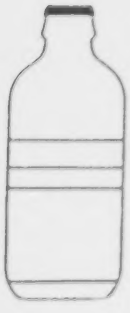
Domestic Spirits
750 ml bottle

Prime Cost from Supplier	2.77
Federal Excise/Duty	3.22
Federal Sales Tax	.90
Sub-Total	6.89
LDB Markup	8.16
Provincial Sales Tax	.90
Total Cost to Consumer	**15.95**



Imported Spirits
750 ml bottle

Prime Cost from Supplier	2.54
Domestic Charges	.69
Federal Excise/Duty	3.26
Federal Sales Tax	.87
Sub-Total	7.36
LDB Markup	9.06
Provincial Sales Tax	.98
Total Cost to Consumer	**17.40**



Regular Bottled Domestic Beer
(Case of 12 × 341 ml)

Prime Cost from Supplier	4.85
Federal Excise/Duty	.79
Federal Sales Tax	.84
Sub-Total	6.48
LDB Markup	3.61
Provincial Sales Tax	.61
Total Cost to Consumer	**10.70**

Bottled Imported Beer
(Case of 6 × 355 ml)

Prime Cost from Supplier	2.08
Domestic Charges	.84
Federal Excise/Duty	.53
Federal Sales Tax	.38
Sub-Total	3.83
LDB Markup	3.43
Provincial Sales Tax	.44
Total Cost to Consumer	**7.70**

PERSONNEL RECRUITING ACTIVITY

		1986/87	1985/86
Number of positions posted		189	194
Number of positions filled		131	120
Auxiliaries and statutory terms hired:			
Administration		52	12
Stores		461	408
Distribution		77	27
Total		590	477
Resignations (Auxiliaries and Regulars)		456	412
Retirements		52	46
Total number of L.D.B. employees as at			
March 31	Regular	1727	1779
	Auxiliary	1448	1413
	Total	3175	3292

AGENCY STORE AND LICENSEE RETAIL STORE STATISTICS

Type of Store	Total # of Stores at March 31, 1986	# of Stores Opened 1986/87	# of Stores Closed 1986/87	Total # of Stores (1) and Sales Figures at March 31, 1987
Rural Agency Stores	102	19	2	119 $20,997,254 (2)
Estate Winery Stores On-Site	6	2	0	8 $1,404,165
Estate Winery Stores Off-Site (3)	5	9	2	12 $875,714
Commercial Winery Stores - On-Site	7	0	0	7 $8,053,497(4)
Commercial Winery Stores - Off-Site	0	12	1	11 $1,740,255
Brewery Stores On-Site	6	1	2	5 $3,627,640
Distillery Store On-Site	0	1	0	1 $68,306
Licensee Retail Stores	17	40	1	56 $26,425,053(5)

NOTES:

(1) The number of off-site estate and commercial winery stores may differ from the number of physical locations. For example, an estate winery off-site store and a commercial winery off-site store may exist on the premises of an on-site brewery store; for the purposes of this table this location would be considered three stores.

(2) $2,814 of these sales are from product supplied directly from a brewery store and is also included in brewery store sales in this table. The balance of sales are from product supplied by the Liquor Distribution Branch and are included in B.C. liquor store sales.

(3) These figures include Okanagan Valley Estate Winery Association (O.V.E.W.A.) stores.

(4) These sales figures include $191,650 sold to 3 off-site non-consignment winery agency stores.

(5) $5,022,037 of these sales are from product supplied directly by industry agency stores and are included in their sales noted above. The balance of sales are for beer delivered directly by Pacific Brewers' Distributors.

Financial Statements

BALANCE SHEET

AUDIT STATEMENT

STATEMENT OF INCOME

STATEMENT OF CHANGES IN
FINANCIAL POSITION

STATEMENT OF CHANGES IN
PROVINCE OF BRITISH COLUMBIA ADVANCE

NOTES TO FINANCIAL STATEMENTS

SCHEDULE 1: OPERATING EXPENSES

BALANCE SHEET

As at March 31, 1987

ASSETS

	1987 $	1986 $
CURRENT ASSETS		
Cash	6,248,352	762,895
Account receivable	1,481,976	3,189,502
Inventories	52,732,360	46,562,307
	60,462,688	50,514,704
FIXED ASSETS, at cost (note 3)	37,880,644	34,929,227
Less accumulated depreciation	26,654,475	24,250,236
	11,226,169	10,678,991
	71,688,857	61,193,695

LIABILITIES

CURRENT LIABILITIES		
Accounts payable and accrued liabilities	43,450,543	43,702,175
PROVINCE OF BRITISH COLUMBIA		
Advance	28,238,314	17,491,520
	71,688,857	61,193,695

Commitments and Contingencies (note 5 & 6)

The accompanying notes and Schedule 1 are an integral part of these financial statements.

Approved By:

General Manager

Director of Finance

AUDIT

The accounts of the Liquor Distribution Branch presented in these financial statements are included in the Combined Financial Statements of the Province of British Columbia. Although an auditor's opinion has not been expressed on these financial statements, the accounts of the Branch have been examined by the Auditor General as part of the Government's Combined Financial Statements.

STATEMENT OF INCOME

For the Year Ended March 31, 1987

	1987	1986
	$	$
SALES (note 4)	964,427,193	936,608,588
COST OF MERCHANDISE SOLD	508,269,514	497,377,024
	456,157,679	439,231,564
PROVINCIAL MALT LEVY (note 4)	81,569,003	62,566,293
	537,726,682	501,797,857
OPERATING EXPENSES (Schedule 1)	115,328,037	106,842,589
	422,398,645	394,955,268
OTHER INCOME	2,935,241	2,137,519
NET INCOME	425,333,886	397,092,787

STATEMENT OF CHANGES IN FINANCIAL POSITION

For the Year Ended March 31, 1987

	1987	1986
	$	$
CASH PROVIDED BY OPERATIONS		
Net Income	425,333,886	397,092,787
Amounts charged against income not requiring an outlay of cash:		
Depreciation	2,801,108	2,904,461
Gain on disposal of fixed assets	(145,449)	(19,774)
Decrease (Increase) in accounts receivable	1,707,526	(949,153)
(Increase) in inventory	(6,170,053)	(3,458,390)
(Decrease) Increase in accounts payable	(251,632)	1,411,926
	423,275,386	396,981,857
CASH PAYMENTS TO PROVINCIAL TREASURY	(414,587,092)	(406,026,628)
	8,688,294	(9,044,771)
CASH USED FOR INVESTMENT IN FIXED ASSETS		
Acquisition of fixed assets	(3,351,655)	(1,622,864)
Proceeds on Disposal	148,818	20,401
	(3,202,837)	(1,602,463)
INCREASE (DECREASE) IN CASH	5,485,457	(10,647,234)
CASH AT BEGINNING OF YEAR	762,895	11,410,129
CASH AT END OF YEAR	6,248,352	762,895

STATEMENT OF CHANGES IN PROVINCE OF BRITISH COLUMBIA ADVANCE

For the Year Ended March 31, 1987

	1987	1986
	$	$
Balance at beginning of year	17,491,520	26,425,361
Net Income	425,333,886	397,092,787
Cash payments to Provincial Treasury	(414,587,092)	(406,026,628)
BALANCE AT END OF YEAR	28,238,314	17,491,520

NOTES TO FINANCIAL STATEMENTS

For the Year Ended March 31, 1987

1. STATUS OF THE BRANCH

The Liquor Distribution Branch obtains its authority for operation from the Liquor Distribution Act which was administered by the Ministry of Consumer and Corporate Affairs until November 6, 1986. On this date, a reorganization of the Government of British Columbia resulted in the formation of the Ministry of Finance and Corporate Relations which was given the responsibility of administering the Liquor Distribution Act. As stated in Section 2 of this Act, the Branch has the sole right to purchase both in and out of the Province liquor for resale and reuse in the Province in accordance with the provisions of the Importation of Intoxicating Liquors Act (Canada).

2. SIGNIFICANT ACCOUNTING POLICIES

As prescribed by Section 18 of the Liquor Distribution Act, the financial statements of the Branch are prepared in accordance with generally accepted accounting principles.

The financial transactions of the Branch are also included in the financial statements of the Combined General Fund and Special Funds of the Government of the Province of British Columbia. The amounts are adjusted for differences in the accounting policies of the Branch from those of the Government.

Significant accounting policies followed in the preparation of these financial statements are:

a) Inventories are valued at the latest landed cost.

b) Fixed assets are depreciated on a straight line basis as follows:

Buildings	— 7½% per annum
Leasehold Improvements	— a minimum of 10% per annum or a rate sufficient to write off the cost over the remaining life of the respective lease.
Furniture, Fixtures, Vehicles & Equipment	— 25% per annum.

3. FIXED ASSETS

	1987		1986	
	Cost	Accumulated Depreciation	Cost	Accumulated Depreciation
	$	$	$	$
Land	1,122,057	—	1,122,657	—
Buildings	11,268,653	7,265,660	11,260,690	6,690,083
Leasehold Improvements	4,640,248	3,064,478	4,640,198	2,566,112
Furniture, fixtures, vehicles & equipment	20,849,686	16,324,337	17,905,682	14,994,041
	37,880,644	26,654,475	34,929,227	24,250,236
NET BOOK VALUE	11,226,169		10,678,991	

4. SALES

The Branch is responsible for sales of liquor in the Province. The majority of liquor is sold by the Branch itself; however, the Branch has authorized manufacturers in certain situations to sell directly to licensees and consumers.

	1987	1986
	$	$
Total Branch sales	964,427,193	936,608,588
Less non-alcoholic products	653,521	686,072
	963,773,672	935,922,516
Other authorized sales not included in these financial statements:		
Direct deliveries to licensees by Brewers' agent	197,815,762	168,171,655
Direct deliveries to licensee retail stores by Brewers' agent	20,432,422	2,678,613
Direct deliveries to agency stores by Brewers' agent	5,305,320	—
Brew pubs	279,977	299,933
Commercial wineries	655,782	368,119
	224,489,263	171,518,320
TOTAL SALES OF LIQUOR IN THE PROVINCE	1,188,262,935	1,107,440,836

The Branch has authorized the brewers' agent to sell directly to licensees, licensee retail stores and agency stores. The Branch has also authorized brew pubs to manufacture and sell directly to the public. The Provincial Malt Levy reported on the income statement represents the margin on these sales.

The Branch has agreements with commercial wineries which allow them to sell directly to the public. Sales by these commercial wineries as reported above will decrease as they enter into consignment agency contracts with the Branch. This will result in the inclusion of the commercial winery sales in the sales of the Branch.

Total sales of liquor in the Province do not include subsequent resale by licensed establishments.

5. COMMITMENTS

a) Federal Taxes

The Branch maintains inventory in its bonded warehouse for which Federal Taxes have neither been paid nor recorded. As at March 31, 1987, the future liability for these taxes approximates $8,000,000. These taxes are payable when inventory is shipped from the bonded warehouse.

b) Lease Premises

Total commitments as at March 31, 1987 for lease of premises are as follows:

Year ended March 31, 1988	$ 7,513,000
1989	6,752,000
1990	6,109,000
1991	4,982,000
1992	3,730,000
Subsequent years	11,600,000
TOTAL	$40,686,000

6. CONTINGENCIES

Agents' Stocking Program

The Branch has authorized suppliers' agents to import and warehouse liquor for subsequent resale to the Branch. Under this arrangement, the Branch has a contractual obligation to purchase all inventories held by the agent should he opt out of the program. The obligation of the Branch should all agents choose to terminate their contracts, totals approximately $24,000,000 for agents and $13,000,000 for federal taxes as at March 31, 1987.

7. SUPERANNUATION FUND

The Liquor Distribution Branch is an approved employer under the Pension (Public Service) Act. Eligible employees of the Branch contribute to the Public Service Superannuation Fund at a rate of 4.25% of pensionable salary up to the year's maximum pensionable earnings as defined in the Canada Pension Plan and at a rate of 5.75% of pensionable salary in excess of the year's maximum pensionable earnings. An additional 1.25% of pensionable salary is deducted and used to finance the payment of cost-of-living supplementary allowances. In addition to matching the employees' contributions, the Branch contributes an additional 2.5% of pensionable salary for basic pension benefits.

An actuarial evaluation of the Public Service Superannuation Fund was made at March 31, 1984. Details of the unfunded liability are described in the Public Service Superannuation Fund financial statements included in the Public Accounts. The portion of the unfunded liability attributable to the Liquor Distribution Branch was not determined by the actuary.

Schedule 1

OPERATING EXPENSES

For the Year Ended March 31, 1987

	Warehouse	Retail Store	Administration	1987 Total	1986 Total
	$	$	$	$	$
Salaries and Wages	4,951,429	50,123,067	9,502,412	64,576,908	62,233,891
Superannuation	349,840	3,549,698	679,535	4,579,073	4,554,769
Unemployment Insurance	134,761	1,367,368	261,761	1,763,890	1,699,860
Dental and Extended Health	90,911	922,441	176,587	1,189,939	1,153,225
Canada Pension	76,941	780,692	149,452	1,007,085	927,475
Workers' Compensation Board	65,785	667,498	127,782	861,065	617,322
B.C. Medical	57,971	588,204	112,602	758,777	721,929
Long Term Disability	32,865	333,466	63,837	430,168	434,857
Group Insurance	18,202	184,684	35,355	238,241	242,630
Staff Benefits	1,472	19,915	59,321	80,708	124,264
Rents	178,792	9,431,768	257,375	9,867,935	8,739,078
Commissions	—	3,171,761	2,671,067	5,842,828	2,954,767
Data Processing	—	—	4,851,423	4,851,423	4,898,258
Freight to Stores	—	3,674,481	—	3,674,481	3,479,472
Depreciation	672,551	1,415,420	713,137	2,801,108	2,904,461
Light, Water and Fuel	425,673	1,685,936	2,402	2,114,011	1,940,360
Repairs and Maintenance	113,038	957,135	964,773	2,034,946	1,522,605
Sundries	37,614	335,290	1,372,550	1,745,454	1,711,509
Printing, Stationery and Postage	2,170	74,107	1,394,405	1,470,682	1,028,983
Travelling	7,804	267,847	929,398	1,205,049	1,146,920
Store Wrapping Supplies	—	1,115,626	—	1,115,626	1,093,883
Telephone and Telegraph	20,444	219,079	694,212	933,735	850,391
Janitorial and Scavenging	27,359	686,306	181,729	895,394	801,667
Property Charges	352,399	103,560	—	455,959	450,920
Armoured Car Service	—	—	439,650	439,650	299,772
Warehouse Equipment Costs	362,535	—	—	362,535	274,165
Bank Charges	—	—	16,018	16,018	18,723
Litter Act - Container Disposal Cost	—	—	15,349	15,349	16,433
	7,980,556	81,675,349	25,672,132	115,328,037	106,842,589

Sales by Store

STORE DOLLAR SALES BY
ELECTORAL DISTRICT

1986/87 VOLUME SALES
BY STORE AND PRODUCT MIX
BY CATEGORY

STORE SALES BY ELECTORAL DISTRICT

For the Year Ended March 31, 1987

ELECTORAL DISTRICT	STORE NUMBER	NAME	TOTAL SALES $
ALBERNI	40	Port Alberni - 10th Avenue	3,944,705
	104	Port Alberni - Northport	3,626,746
	118	Tofino	886,381
	216	Ucluelet	1,063,197
ATLIN	4	Atlin	319,624
	47	Stewart	440,420
	84	Cassiar	820,178
BOUNDARY - SIMILKAMEEN	14	Greenwood	259,736
	15	Grand Forks	2,126,014
	19	Keremeos	807,516
	39	Penticton	3,856,662
	69	Oliver	1,756,483
	83	Osoyoos	2,105,795
	86	Summerland	1,978,487
	130	Penticton Plaza	6,131,060
	403	Okanagan Vineyards Ltd.	111,630
	406	Casabello Wines Limited	1,217,722
	409	T.G. Bright	276,056
BURNABY - EDMONDS	220	Middlegate	9,683,273
BURNABY - NORTH	77	Lougheed Mall	8,884,941
	137	Kensington	4,602,444
	217	North Burnaby	11,029,896
BURNABY - WILLINGDON	121	Royal Oak	4,251,754
	203	South Burnaby	6,136,528
CARIBOO	43	Quesnel	4,348,787
	63	Williams Lake	7,221,278
	156	Quesnel West	2,045,110
	201	Clinton	742,388
	221	100 Mile House	3,300,511
CHILLIWACK	7	Chilliwack	6,257,933
	64	Agassiz	1,775,347
	170	Chilliwack Mall	4,145,656
COLUMBIA RIVER	16	Golden	2,563,807
	17	Invermere	2,986,279
	66	Kimberley	2,249,600
	245	Radium	1,063,888
COMOX	8	Cumberland	728,593
	10	Courtenay	8,518,614
	34	Qualicum	2,706,712
	42	Parksville	3,284,781
	157	Parksville - North	2,579,688
	235	Comox	3,256,267

ELECTORAL DISTRICT	STORE NUMBER	NAME	TOTAL SALES $
COQUITLAM - MALLARDVILLE	153	Como Lake	4,469,804
	200	Austin Road	5,317,766
COQUITLAM - MOODY	11	Port Coquitlam	4,130,705
	89	Prairie Mall	3,092,938
	163	Westwood Mall	7,749,630
	205	Port Moody	3,491,487
	405	Andres Wines (B.C.) Limited	1,836,580
COWICHAN - MALAHAT	12	Duncan	9,412,137
	67	Lake Cowichan	1,530,833
	173	Mill Bay	672,983
	206	Chemainus	1,784,628
DELTA	25	Ladner	4,285,801
	98	Tsawwassen	5,254,869
	145	Scottsdale	7,579,637
	241	Kennedy Heights	10,975,524
DEWDNEY	27	Mission	5,051,899
	65	Haney	6,336,670
	164	West Maple Ridge	3,423,945
	165	Pitt Meadows	1,578,157
ESQUIMALT - PORT RENFREW	68	Esquimalt	4,010,057
	125	Langford	4,527,982
	219	Colwood	3,948,901
	229	Sooke	2,161,497
CENTRAL FRASER VALLEY	1	Abbotsford	5,783,716
	149	Clearbrook	6,043,273
KAMLOOPS	21	Kamloops	6,523,121
	79	Kamloops - Sahali	4,079,533
	88	Clearwater	1,391,634
	108	Kamloops - Valleyview	3,061,391
	138	Barriere	717,470
	147	Kamloops - Westyde	1,222,815
	223	Kamloops - North	6,868,094
KOOTENAY	9	Cranbrook	4,857,978
	13	Fernie	1,693,771
	28	Sparwood	1,242,632
	131	Elkford	606,201
	151	Cranbrook - Tamarack	1,879,130
LANGLEY	22	Langley	5,655,912
	109	Aldergrove	4,188,683
	127	Fort Langley	2,052,600
	158	Langley - Willowbrook	8,227,901
MACKENZIE	41	Powell River	5,994,138
	80	Gibsons	2,875,431
	93	Madeira Park	1,173,702
	171	Bella Bella	712,806
	230	Sechelt	3,294,167
	232	Bella Coola	865,964

ELECTORAL DISTRICT	STORE NUMBER	NAME	TOTAL SALES $
NANAIMO	24	Ladysmith	2,102,475
	33	Nanaimo - Cavan	5,246,228
	134	Gabriola Island	667,332
	159	Nanaimo - Harewood	2,424,190
	243	Nanaimo - Terminal Park	10,757,542
NELSON - CRESTON	18	Kaslo	694,820
	32	Nelson	4,659,801
	74	New Denver	365,597
	75	Creston - Valley Mall	1,945,642
	162	Creston - Canyon	794,326
	202	Nakusp	1,211,691
	207	Salmo	620,277
NEW WESTMINSTER	31	10th Street	9,463,737
	97	8th & McBride	4,955,326
NORTH ISLAND	5	Campbell River	11,061,949
	55	Gold River	697,892
	56	Tahsis	452,507
	115	Port McNeill	2,055,153
	128	Port Alice	530,716
	168	Port Hardy	620,252
	225	Alert Bay	491,459
	236	Port Hardy	2,241,894
	413	North Island Brewing Co.	57,883
NORTH VANCOUVER - CAPILANO	30	2nd Avenue	7,883,124
	107	Westview	10,755,485
	152	Capilano Mall	4,123,791
NORTH VANCOUVER - SEYMOUR	133	Dollarton	2,816,387
	247	Lynn Valley	8,408,764
OKANAGAN NORTH	62	Vernon	6,860,905
	135	Vernon - Polson Place	4,980,053
	214	Lumby	1,094,498
	414	Okanagan Spring Brewery Ltd.	509,160
OKANAGAN SOUTH	20	Kelowna - Leon	1,965,402
	103	Kelowna - Capri	3,621,782
	143	Westbank	2,818,374
	148	Kelowna - South	3,212,533
	166	Winfield	1,480,540
	167	Kelowna - Orchard Park	12,313,237
	246	Rutland	3,305,917
	407	Mission Hill Vineyards	1,505,278
	408	Calona Wines Limited	1,198,239
	415	Hiram Walker	68,306

ELECTORAL DISTRICT	STORE NUMBER	NAME	TOTAL SALES $
OMINECA	73	Burns Lake	1,830,963
	81	Vanderhoof	1,724,914
	91	Fraser Lake	752,704
	99	Houston	1,781,422
	119	Granisle	314,146
	248	Fort St. James	1,618,680
PEACE RIVER - NORTH	3	Fort St. John	5,781,662
	222	Fort Nelson	2,161,026
	234	Hudson Hope	342,648
PEACE RIVER - SOUTH	169	Tumbler Ridge	1,338,516
	212	Dawson Creek	4,747,445
	238	Chetwynd	1,508,029
PRINCE GEORGE - NORTH	36	Prince George - 6th Avenue	2,811,040
	106	MacKenzie	1,946,430
	114	Prince George - Hart	2,161,755
	239	Prince George - 20th Avenue	3,363,475
	401	Pacific Western Beer Store	302,139
PRINCE GEORGE - SOUTH	26	McBride	495,287
	96	Valemount	737,786
	126	Prince George - 10th Avenue	7,372,198
	154	Prince George - College Heights	2,309,802
	174	Prince George - 4th Avenue	7,065,800
PRINCE RUPERT	35	Prince Rupert	6,949,193
	105	Masset	1,241,843
	211	Queen Charlotte City	1,275,816
RICHMOND	76	Brighouse	10,847,939
	85	Lansdowne	7,539,914
	120	Shellmont	4,193,898
	244	Seafair	7,219,315
	420	Steveston Brewing	96,623
ROSSLAND - TRAIL	44	Rossland	976,740
	51	Trail	3,688,351
	78	Castlegar	2,805,286
	95	Fruitvale	903,899
SAANICH & THE ISLANDS	50	Sidney	7,096,899
	59	Trafalgar Square	3,367,798
	124	Gorge & Tillicum	8,926,320
	140	Cedar Hill	5,521,008
	155	Pender Island	562,818
	204	Ganges	2,615,042
	242	Saanich	10,356,747

ELECTORAL DISTRICT	STORE NUMBER	NAME	TOTAL SALES $
SHUSWAP - REVELSTOKE	45	Revelestoke	3,372,581
	48	Salmon Arm	4,587,621
	49	Enderby	1,288,639
	92	Sicamous	1,570,542
	215	Armstrong	1,377,460
	226	Chase	1,463,444
SKEENA	46	Smithers	3,370,472
	52	Terrace	5,810,533
	213	Kitimat	3,187,279
	227	Hazelton	945,664
SURREY	6	White Rock	8,673,781
	70	Cloverdale	4,057,649
	110	Ocean Park	4,068,643
	116	North Surrey	7,225,952
	122	Whalley	7,348,124
	240	Guildford	8,068,222
	404	Jordan Ste. Michelle	1,907,992
VANCOUVER - SOUTH	38	Marpole	10,460,927
	87	Victoria Drive	10,607,136
	210	Kerrisdale	4,793,428
VANCOUVER - LITTLE MOUNTAIN	136	Arbutus	3,189,709
	141	13th & Granville	3,170,985
	146	18th & Cambie	4,618,919
	160	39th & Cambie	13,770,556
	237	28th & Main	5,284,091
	402	Granville Island Brewing Co.	1,684,358
VANCOUVER - CENTRE	53	Harbour Centre	3,406,138
	94	Bute Street	4,686,520
	111	Commercial	4,657,920
	112	Cardero	5,266,936
	123	Kingsgate	8,187,075
	129	Thurlow	8,630,066
	144	Mandarin Centre	1,489,373
	233	Robson	9,455,601
VANCOUVER - EAST	58	Hastings & Slocan	8,847,580
	100	Central Licensee	64,041,196
	113	Senlac	10,736,349
VANCOUVER - POINT GREY	90	4th & Alma	9,082,464
	102	Dunbar	3,584,299
	117	Broadway & Maple	12,164,674
VICTORIA	61	Windsor Court	4,859,904
	150	James Bay	3,178,629
	161	Quadra & Hillside	10,689,752
	218	Fort Street	11,591,201
	231	Government Street Licensee	11,449,397
	411	Island Pacific Brewing Co.	977,547
	412	Victoria Brewing	(70)

ELECTORAL DISTRICT	STORE NUMBER	NAME	TOTAL SALES $
WEST VANCOUVER - HOWE SOUND	72	West Vancouver	8,253,897
	101	Pemberton	796,201
	208	Squamish	3,312,666
	228	Park Royal	8,833,626
	302	Whistler	3,771,708
YALE - LILLOOET	2	Ashcroft	776,263
	23	Lillooet	1,588,838
	29	Merritt	3,058,758
	37	Princeton	1,800,033
	60	Cache Creek	944,951
	71	Hope	2,452,776
	139	Logan Lake	489,815
	209	Lytton	467,474
	310	Agency Direct Store	1,829,914
	***	C.W.O.S.C.A.S.	1,740,255
		TOTAL SALES	964,427,193

Footnote:
***Commercial Winery Off-Site Consignment Agency Stores from various electoral districts.

1986/87 VOLUME SALES BY STORE AND PRODUCT MIX BY CATEGORY

ELECTORAL DISTRICT	STORE (1) NUMBER	TOTAL LITRES	SPIRITS %	WINE %	CIDER & COOLERS %	BEER %
ALBERNI	40	817,413	13.1	14.5	5.6	66.8
	104	815,961	10.9	13.7	5.6	69.8
	118	183,487	11.1	14.1	7.2	67.6
	216	221,084	11.7	13.9	5.4	69.0
ATLIN	4	74,887	8.8	12.3	3.3	75.7
	47	89,552	13.8	6.4	4.4	75.4
	84	176,032	11.1	7.6	2.7	78.6
BOUNDARY - SIMILKAMEEN	14	56,893	12.5	7.9	3.7	75.9
	15	394,419	16.2	15.5	7.0	61.3
	19	177,557	12.0	11.3	5.9	70.9
	39	655,544	17.9	20.0	7.0	55.1
	69	375,433	12.4	15.7	5.9	66.0
	83	449,803	12.3	12.9	7.6	67.2
	86	414,715	12.8	14.8	4.6	67.9
	130	1,190,467	14.4	17.1	6.9	61.6
BURNABY - EDMONDS	220	2,111,891	10.6	14.8	5.1	69.4
BURNABY - NORTH	77	1,798,865	11.5	19.5	6.4	62.7
	137	936,479	12.1	17.8	5.9	64.2
	217	2,320,871	10.9	16.2	5.0	67.9
BURNABY - WILLINGDON	121	876,152	12.1	17.2	4.0	66.7
	203	1,168,018	13.7	20.0	5.4	60.8
CARIBOO	43	883,479	13.8	12.1	5.6	68.5
	63	1,288,131	17.1	18.2	5.9	58.8
	156	453,010	11.7	12.2	4.3	71.8
	201	163,873	12.2	9.5	3.7	74.6
	221	687,236	12.7	15.1	5.1	67.1
CHILLIWACK	7	1,188,908	14.9	18.1	5.5	61.5
	64	377,262	10.8	18.1	6.0	65.1
	170	747,907	16.2	18.6	6.0	59.2
COLUMBIA RIVER	16	527,879	11.8	11.2	5.3	71.7
	17	590,423	12.1	16.1	7.3	64.5
	66	474,281	12.2	13.8	5.3	68.7
	245	254,874	8.1	10.0	5.9	76.0
COMOX	8	196,398	7.8	9.4	4.0	78.7
	10	1,828,541	11.2	16.6	7.0	65.2
	34	484,803	15.8	22.1	5.3	56.7
	42	642,785	14.1	17.1	6.9	61.9
	157	467,380	14.8	23.0	5.2	57.0
	235	682,174	11.7	20.5	7.1	60.7

(1) Store names are detailed with store number in preceding charts "Store Sales by Electoral Districts".

ELECTORAL DISTRICT	STORE NUMBER	TOTAL LITRES	SPIRITS %	WINE %	CIDER & COOLERS %	BEER %
COQUITLAM - MALLARDVILLE	153	910,695	11.7	19.2	6.6	62.5
	200	1,183,931	10.5	15.9	4.5	69.1
COQUITLAM - MOODY	11	882,832	11.4	15.2	6.5	66.9
	89	697,426	10.3	15.2	5.1	69.4
	163	1,577,811	11.5	18.8	7.4	62.2
	205	734,108	11.2	18.3	5.7	64.9
COWICHAN - MALAHAT	12	1,910,662	12.8	17.4	6.6	63.2
	67	374,996	9.9	8.3	4.2	77.6
	206	369,404	13.4	14.8	6.0	65.9
DELTA	25	826,331	13.5	21.1	5.2	60.1
	98	921,954	14.2	29.7	4.8	51.4
	145	1,481,714	13.6	19.5	5.4	61.5
	241	2,266,604	12.3	15.2	6.0	66.6
DEWDNEY	27	1,081,624	12.2	13.4	5.8	68.7
	65	1,278,170	13.0	17.4	5.9	63.7
	164	711,680	12.3	16.1	5.5	66.1
	165	334,506	12.0	14.7	6.1	67.2
ESQUIMALT - PORT RENFREW	68	857,805	11.8	15.8	5.9	66.5
	125	1,041,478	10.3	14.5	5.2	69.9
	219	862,001	10.9	16.6	7.4	65.1
	229	461,414	11.7	14.1	5.6	68.5
CENTRAL FRASER VALLEY	1	1,188,578	12.1	18.5	5.8	63.5
	149	1,247,451	12.5	15.6	4.7	67.2
KAMLOOPS	21	1,306,413	12.5	16.7	8.3	62.5
	79	802,008	12.4	19.3	7.5	60.8
	88	308,801	11.8	8.5	4.6	75.1
	108	652,386	12.0	15.3	6.2	66.5
	138	171,855	10.2	9.0	4.5	76.3
	147	278,923	10.9	12.1	6.6	70.4
	223	1,443,676	12.8	12.8	7.3	67.1
KOOTENAY	9	937,097	14.7	15.5	5.0	64.8
	13	287,287	18.5	13.9	5.3	62.3
	28	260,034	13.4	8.3	3.7	74.6
	131	126,967	12.6	8.8	5.4	73.2
	151	391,383	12.4	15.5	4.9	67.2
LANGLEY	22	1,065,787	15.2	18.2	4.6	62.0
	109	925,382	11.4	13.3	4.8	70.5
	127	406,493	12.4	18.2	5.7	63.8
	158	1,580,441	13.2	19.7	6.7	60.4
MACKENZIE	41	1,215,678	12.8	16.9	6.9	63.4
	80	561,202	13.8	17.3	5.4	63.5
	93	202,475	18.0	17.7	5.2	59.0
	230	633,087	13.8	19.8	4.6	61.8
	232	176,931	14.0	9.8	9.5	66.8

ELECTORAL DISTRICT	STORE NUMBER	TOTAL LITRES	SPIRITS %	WINE %	CIDER & COOLERS %	BEER %
NANAIMO	24	442,125	13.4	12.6	4.4	69.7
	33	1,139,086	12.3	13.5	8.0	66.2
	134	140,253	11.5	20.0	6.7	61.8
	159	519,124	12.7	14.6	3.7	69.1
	243	1,940,079	15.5	21.1	5.0	58.5
NELSON - CRESTON	18	158,889	10.2	11.1	4.2	74.5
	32	848,819	15.2	19.2	7.5	58.1
	74	79,250	11.4	11.7	6.8	70.1
	75	394,935	13.7	13.2	4.4	68.7
	162	177,128	11.7	10.8	2.9	74.6
	202	268,650	11.5	9.8	5.5	73.3
	207	144,135	10.9	9.9	4.3	75.0
NEW WESTMINSTER	31	1,948,225	11.4	16.7	5.8	66.1
	97	975,221	13.4	19.3	5.2	62.1
NORTH ISLAND	5	2,170,665	13.4	15.4	6.1	65.0
	55	174,182	8.4	9.3	3.5	78.8
	56	93,297	12.8	8.9	6.9	71.4
	115	443,897	11.4	10.6	4.7	73.4
	128	108,599	12.6	10.8	4.5	72.1
	168	128,301	12.7	12.3	2.3	72.7
	225	86,638	17.3	16.7	7.9	58.1
	236	429,102	14.0	14.7	8.0	63.2
NORTH VANCOUVER - CAPILANO	30	1,590,237	11.6	18.8	5.4	64.2
	107	2,097,883	11.0	23.2	6.1	59.7
	152	745,037	13.5	26.6	5.1	54.9
NORTH VANCOUVER - SEYMOUR	133	533,641	11.7	26.6	4.7	57.0
	247	1,691,315	12.9	12.7	5.1	69.3
OKANAGAN NORTH	62	1,441,848	12.4	15.5	5.2	67.0
	135	902,916	15.8	20.3	10.9	53.0
	214	282,347	8.6	7.6	4.2	79.6
OKANAGAN SOUTH	20	411,892	12.6	14.8	4.6	68.0
	103	731,284	13.2	16.7	5.8	64.3
	143	541,622	15.4	16.2	7.3	61.1
	148	662,401	12.2	18.3	6.2	63.4
	166	352,656	10.0	12.9	6.7	70.4
	167	2,622,449	11.6	15.1	9.2	64.1
	246	763,858	12.8	9.9	5.2	72.1
OMINECA	73	397,567	11.8	12.2	3.4	72.7
	81	359,271	13.0	14.4	4.2	68.4
	91	151,947	13.8	14.2	4.4	67.6
	99	420,344	10.0	7.3	3.1	79.5
	119	88,889	6.3	5.8	1.9	86.0
	248	400,416	12.6	10.5	5.2	71.6
PEACE RIVER - NORTH	3	1,108,935	15.1	13.0	4.2	67.7
	222	390,098	17.1	8.9	4.9	69.0
	234	82,425	10.0	8.0	3.0	78.9

ELECTORAL DISTRICT	STORE NUMBER	TOTAL LITRES	SPIRITS %	WINE %	CIDER & COOLERS %	BEER %
PEACE RIVER - SOUTH	169	291,362	10.9	9.8	4.8	74.6
	212	925,858	14.9	11.8	5.8	67.4
	238	339,687	11.3	8.2	3.2	77.3
PRINCE GEORGE - NORTH	36	1,005,541	5.6	5.2	231	86.9
	106	427,581	11.7	7.9	3.7	76.8
	114	467,996	12.5	10.7	3.8	73.0
	239	750,519	11.0	10.3	5.8	72.8
PRINCE GEORGE - SOUTH	26	114,934	10.2	9.2	4.6	76.0
	96	152,362	12.5	10.2	5.7	71.6
	126	1,350,967	15.5	14.8	5.3	64.5
	154	486,186	12.5	12.9	4.7	70.0
	174	1,759,162	10.4	9.8	2.5	77.3
PRINCE RUPERT	35	1,267,776	15.1	14.1	9.3	61.5
	105	259,118	11.5	13.1	5.8	69.6
	211	254,437	12.8	10.3	4.7	72.2
RICHMOND	76	2,122,629	12.5	19.1	5.9	62.5
	85	1,389,903	12.1	24.1	5.2	58.6
	120	868,152	11.7	17.8	4.3	66.1
	244	1,375,439	13.4	22.2	5.3	59.1
ROSSLAND - TRAIL	44	215,170	10.0	16.9	6.1	66.9
	51	740,051	13.2	19.6	4.6	62.6
	78	563,775	13.7	15.2	5.8	65.3
	95	232,562	8.1	11.2	5.0	75.7
SAANICH & THE ISLANDS	50	1,274,669	14.6	25.0	6.5	53.9
	59	712,817	11.0	20.5	4.6	63.9
	124	1,986,492	10.5	15.1	5.7	68.7
	140	1,003,263	14.4	25.9	5.3	54.3
	155	100,840	15.9	21.1	6.4	56.7
	173	120,750	15.8	20.8	3.5	59.9
	204	463,324	15.1	23.5	7.0	54.3
	242	2,131,870	11.0	20.2	6.0	62.8
SHUSWAP - REVELSTOKE	45	746,437	10.7	11.4	5.0	72.9
	48	912,661	14.0	15.4	6.5	64.1
	49	276,255	12.9	11.9	6.1	69.1
	92	351,503	11.5	8.5	6.1	74.0
	215	302,259	12.2	11.8	5.2	70.8
	226	314,339	12.6	12.1	5.9	69.4
SKEENA	46	703,656	11.8	15.1	5.6	67.5
	52	1,158,848	13.4	13.4	5.7	67.5
	213	665,207	12.1	13.5	4.8	69.7
	227	239,428	8.0	9.8	4.2	78.0

ELECTORAL DISTRICT	STORE NUMBER	TOTAL LITRES	SPIRITS %	WINE %	CIDER & COOLERS %	BEER %
SURREY	6	1,629,553	13.2	24.4	5.8	56.6
	70	866,334	12.1	15.2	4.5	68.3
	110	756,699	12.8	26.2	6.6	54.4
	116	1,549,806	12.0	12.9	6.1	68.9
	122	1,542,362	12.4	15.1	5.2	67.3
	171	126,482	18.5	5.8	3.4	72.2
	240	1,593,635	12.9	18.6	6.1	62.5
VANCOUVER - SOUTH	38	3,492,276	5.0	8.9	2.2	84.0
	87	2,297,125	11.5	11.8	4.0	72.7
	210	782,819	15.0	30.7	4.2	50.1
VANCOUVER - LITTLE MOUNTAIN	136	458,699	17.8	38.4	4.2	39.6
	141	525,860	12.9	32.2	6.0	48.9
	146	922,956	9.6	23.0	5.0	62.4
	160	2,095,675	12.3	30.9	4.0	52.8
	237	1,149,767	10.5	13.5	3.9	72.1
VANCOUVER - CENTRE	53	509,309	19.6	26.5	4.4	49.6
	94	922,910	11.1	23.4	5.5	60.0
	111	1,003,816	9.9	16.9	3.9	69.4
	112	994,126	11.6	24.7	5.1	58.6
	123	1,833,548	9.9	14.6	4.1	71.4
	129	1,219,480	11.0	38.0	4.3	46.7
	144	168,326	30.1	38.6	2.1	29.3
	233	1,749,961	11.1	24.9	6.1	57.9
VANCOUVER - EAST	58	2,056,810	9.2	11.7	4.0	75.1
	100	7,099,653	26.2	39.2	13.8	20.8
	113	2,393,390	10.3	12.9	4.4	72.5
VANCOUVER - POINT GREY	90	1,842,787	8.5	24.5	6.1	60.9
	102	667,393	11.5	27.2	4.9	56.3
	117	2,425,476	9.0	23.5	5.9	61.5
VICTORIA	61	818,320	15.1	27.3	5.3	52.3
	150	579,152	14.2	24.7	4.5	56.6
	161	2,491,677	9.2	14.8	5.4	70.5
	218	1,844,929	14.8	33.0	5.0	47.2
	231	1,917,899	14.2	30.1	16.5	39.1
WEST VANCOUVER - HOWE SOUND	72	1,310,218	15.1	33.6	4.5	46.8
	101	182,523	9.9	13.7	4.7	71.7
	208	732,145	10.8	12.7	5.4	71.1
	228	1,265,117	15.3	41.0	4.1	39.5
	302	747,172	9.6	10.1	5.9	74.4
YALE - LILLOOET	2	163,313	12.5	13.7	4.4	69.4
	23	332,047	12.6	12.8	5.9	68.7
	29	629,796	13.5	13.1	4.6	68.8
	37	404,439	11.5	10.5	4.8	73.3
	60	202,003	12.8	9.9	5.2	72.1
	71	513,759	12.9	12.7	5.1	69.3
	139	103,894	12.6	10.5	5.2	71.6
	209	112,392	9.6	10.1	5.9	74.4